

**SAVE A STAR**

Drug Awareness Foundation

**Education & Exhibit Center**

**Opening Eyes  
to Drugs:  
The Damaging Effects**

*Letter from Gail and David Katz and Melissa Katz Gold*  
**Founding Directors, SAVE A STAR Drug Awareness Foundation**

**The SAVE A STAR Drug Awareness Foundation is pleased to introduce you to a PERMANENT drug education exhibit. This exhibit, called *Drugs: The Damaging Effects*, is being designed and constructed by the SAVE A STAR Drug Awareness Foundation. It will be modeled after the well-known Drug Enforcement Administration's traveling exhibit, known as *Drugs: Costs and Consequences*, and formally known as *Target America*. Their exhibit has been in 16 cities across the nation and has been viewed by over 25 million people. One of the previous exhibits was in Mobile, Alabama and the most current exhibit is in Houston, Texas. Our exhibit, like theirs, will bring powerful messages about the destructive impact of drug abuse on communities across our nation.**

**We have enclosed two testimonials about previous DEA exhibits- *Drugs: Costs and Consequences* that was in Los Angeles, California and *Target America* that was in Tampa, Florida.**

**This exhibit will provide critical information on the dangers of drugs to young people who may never hear this information from any other credible source. Many Americans are unaware of the documented damaging effects of drug abuse on the mind and body. Lessons learned from this exhibit will provide a powerful stimulus in reducing drug abuse among our nation's youth.**

**Because education is key in teaching people about gateway drugs and how innocent experimentation can lead to abuse, addiction, and death, we would like to serve as many individuals as possible. The SAVE A STAR Drug Awareness Foundation realizes the need to ensure that our future-our children- will have every opportunity to view the exhibit.**

**Finally, since a location has not been secured or finalized, the cost to construct, maintain, and properly staff this endeavor will be proposed in a separate document.**

**With your help and support, The SAVE A STAR Drug Awareness Exhibit, *Drugs: The Damaging Effects*, will make a difference for thousands of individuals by providing them with a real story about drugs and addiction.**

**PLEASE NOTE:**

The photos enclosed in this brochure are of actual displays and interactive stations that were displayed at the DEA's travelling exhibit in Mobile, Alabama.

**These photos were included in this preview to give the reader an idea of the quality and general content that will be used in SAVE A STAR's Drug Education Center.**

We thank you for your consideration and support.

David Katz  
Former Board Director  
DEA Educational Foundation  
Founding Director  
SAVE A STAR Drug  
Awareness Foundation

Gail Katz  
Melissa Katz Gold  
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SAVE A STAR Drug  
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SAVE A STAR Drug Awareness Foundation is a registered 501(C)3 public charity.

*About the exhibit:*

**Most Americans are unaware of the tremendous costs associated with the production, sale, and use of illegal drugs. The cost to society – estimated at more than \$200 billion a year – are borne by all of us in some way. Despite the fact that most Americans are not drug users, we pay for users' loss of productivity, their health care, criminal justice costs, child welfare costs, and the impact their drug use has on their own health and safety. The exhibit is designed to open eyes to the science behind illegal drug addiction and the myriad of costs to individuals, American society, and the world. This exhibit will provide food for thought on how everyone of us, young and old, can make a difference.**

**Displays of the exhibit will highlight the current battle with heroin use, the current crisis of drugs mixed with Fentanyl, the use of designer synthetic drugs, and the epidemic of prescription drug abuse. One section will present an overview of the science of addiction and some of the tragic costs to the environment, costs to the body and brain, costs to health, and costs to children. Visitors will learn how drug use and addiction impacts so many families and communities across the nation. Another section will be dedicated to research aimed at understanding and breaking the cycle of drug abuse and addiction. Visitors will be able to explore interactive kiosks and take-home educational literature and other resources. This exhibit will give all visitors a much-needed learning opportunity. It will open the eyes to the real facts and the heartbreaking statistics of lives lost. Each visitor will learn how to be a part of the solution to make changes for the better.**

**In addition, the exhibit will contain an auditorium and cafeteria. The auditorium will host speakers from various backgrounds to bring powerful messages of drug abuse education and testimonials. The cafeteria will serve as a place for visitors to have a meal break.**

**The permanent location of the SAVE A STAR Drug Education's exhibit, *Drugs: The Damaging Effects*, is to be determined.**

## **SAVE A STAR Drug Awareness Foundation's**

### **HISTORY AND MISSION**

**The SAVE A STAR Drug Awareness Foundation is a 501 C (3) public charity that was formed in 2007, when we lost our beloved Daniel to the disease of addiction. At age 25, when most young men and women are beginning their journey into responsible adulthood, Daniel was struggling and ultimately died as a result of a prescription drug overdose. Daniel's physician had told us that lots of kids were smoking pot and that we shouldn't worry about it. We didn't know that Daniel's pot use would become the gateway to his drug addiction. We watched how his experimentation with cigarettes, alcohol, pot, and pills eventually took his life. We believed, like most parents, that this only happens to other families and that it couldn't happen to us. But it did.**

**Today, opioid addiction is our nation's fastest growing drug epidemic. Our country is ADDICTED. Almost everyone knows someone who is struggling with addiction, be it a friend, relative, neighbor, acquaintance, or even one of your own family members. It is urgent that we address this life-threatening epidemic now, as it is only going to get worse. The statistics of drug related deaths are astounding.**

- Prescription drugs are killing more of our youth today than cocaine, heroin, methamphetamine, and inhalants combined.**
- Every day 2500 teens use prescription drugs for the very first time for non-medical reasons.**
- Seventy percent (70%) of people who abuse prescription drugs say that they get them out of the medicine cabinets in their own homes or the medicine cabinets of relatives and friends.**

**The SAVE A STAR Drug Awareness Foundation, just like the DEA Educational Foundation, believes that education is key in trying to reduce the number of deaths related to drug use, abuse, and addiction.**

**The mission of the SAVE A STAR Drug Awareness Foundation is to:**

- 1. Educate the public about the dangers and consequences of prescription drug abuse and addiction**
- 2. To provide for the collection and safe disposal of unused and expired medications, including controlled substances, thus keeping them out of the hands of individuals who might otherwise become victims of prescription drug abuse, addiction, and possible death.**

NEWSLETTER OF THE DEA MUSEUM & THE DEA EDUCATIONAL FOUNDATION      SUMMER 2012, VOLUME 6 NUMBER 4

# THE INFORMANT

## Target America Exhibit Staying Longer in Tampa

What had already started as the longest stop for the *Target America* exhibit in the history of its decade-long run will now grow even longer. The DEA Museum, the DEA Educational Foundation, and the Museum of Science & Industry (MOSI) are pleased to announce that the exhibit has been extended until January 3, 2013. *Target America: Opening Eyes to the Damage Drugs Cause* opened at MOSI in Tampa, Florida in September 2011 with a planned run that would end on September 3, 2012. With a one year stay, that made Tampa the longest stop for the exhibit since it began a nationwide tour in 2002. The public response to *Target America* in the Tampa Bay region, however, has been beyond anyone's expectations.

"This is the most important exhibition MOSI has ever done. Of the one million people that came to visit the science center, this is the one. This is so important. As a scientist I can give you an easy thing to remember. Drugs kill. Your heart stops then your brain dies."

Wit Ostrenko, President & CEO, MOSI, Tampa  
October 16, 2011

Ralph Bosek, MOSI's Chief Operating Officer, commented that "The exhibit is changing the lives of MOSI's guests. ALL of the written comments by guests have been extremely positive. With more than 100 publications available to guests who tour the exhibit, learning about the damage drugs cause does not stop when the guests leave MOSI. Additionally, working with the fabulous people at the DEA Educational Foundation, the DEA Museum, and the DEA Miami Field Office has been a pleasure and an honor, and has enriched the lives of our dedicated MOSI staff."

Through July 1st, over 360,000 people, including students, teachers, and parents have visited the exhibit since it opened in the fall of 2011. This four month extension will allow tens of thousands of additional visitors during the fall of 2012 to learn and explore the many costs and consequences of drug abuse and drug violence on society. Additional funding for chartered school buses and a continuation of the full time Exhibit Educator are being provided through a grant from the U.S. Center for Substance Abuse Prevention.

From its inception in 2001 through 2015, this interactive exhibit operated under the title *Target America: Opening Eyes to the Damage Drugs Cause*. As part of a complete update and rebuild of the exhibition, starting in 2016 the exhibit is now *Drugs: Costs & Consequences* but provides the same educational and thought provoking exploration of the contemporary issues of drugs, drug abuse, and drug trafficking across the United States and the South Florida region.



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Los Angeles Times

# CALIFORNIA

LOS ANGELES EDITION

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Saturday, October 11, 2008

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## Brutally honest drug exhibit is thoughtful -- and sobering

October 11, 2008 | SANDY BANKS

Imagine a giant science fair where all the displays are so good you know the kids must have gotten help from their parents. This year's theme: the dangers of drugs.

At first blush, that was the feeling in the exhibition hall at the California Science Center, which is playing host to the federal Drug Enforcement Administration's traveling museum on drugs.

I was curious what a DEA exhibit about drugs would look like. Drug-bust booty, flak jackets and high-powered rifles? Clips from "Reefer Madness" and that old commercial of the frying egg as "your brain on drugs"?

Instead, I confronted a series of thoughtful, sobering displays. I learned why washing a Vicodin down with a shot of tequila can create a toxic chemical mix that kills. I learned that it's brain chemistry that makes risk-takers more apt to become addicted.

And I left with a heartbreaking message that every drug addict is someone's child.

The exhibit -- "Target America: Opening Eyes to the Damage Drugs Cause" -- opened last week at the Exposition Park science museum. It's free and open through May.

It was created six years ago at the DEA's Washington, D.C., headquarters as a small display on the history of drugs.

Since then, it has traveled to six cities and added exhibits on the science of addiction, the business of drug dealing and the treatment of drug abuse.

The displays are aimed at 8- to 14-year-olds, so they are heavy on interactive stuff. Kids can make their way through a makeshift drug-running tunnel or shoot hoops wearing 3-D glasses that simulate the brain-distorting power of drugs.

Then there are the real-life scenes you hope your kids never experience:

The wreckage of a car mangled in a deadly traffic collision caused by a driver high on marijuana.

Photos of a bandaged child, badly burned in a meth lab explosion.

A replica of a bedroom with a bassinet in the corner, a rifle propped next to the bed and crack vials sharing the nightstand with baby bottles.

And there were items that kids -- whether we know it or not -- might already recognize.

Sarah Pullen, a DEA spokeswoman in Los Angeles, recalled watching a group of elementary school children study a display of marijuana paraphernalia when one boy spotted something familiar: a giant bong.

"He looked at it and said, 'So that's what that is,' " Pullen told me. "You could see the light come on. He made the connection: This is drugs."

I found the exhibit so brutally honest, I wound up on emotional overload. I understood why some viewers consider it too graphic for young children.

I watched a fifth-grader from Claremont's Valle del Vista Elementary School push a button on the "Celebrity Rehab" video and stare at a scene of a young actor furiously snorting cocaine. She blushed when she saw a parent chaperon walking toward her, and quickly got up, as if she'd done something wrong.

Nearby, a first-grader on a field trip from South Park Elementary School tugged on the hand of her father as he studied graphic photos of a baby injured in a meth lab. "Papi, let's go," the boy said. Dad turned away from the display clearly troubled.

Tracy Moore was disturbed, but glad she came. She brought five children -- her three and two others from their Palmdale home-schooling program.

"We don't live in a drug culture in our neighborhood, but we want them to know the danger," she said. "We're not going to visit a meth lab for a field trip, but here, they can see the same thing."

Moore's 16-year-old daughter, Elisabeth, was astounded by the loss of life depicted around her.

"It makes me careful what friends I choose," she said. "I don't understand why [drug addiction] happens, but I can see now what it does."

She was most moved by the wall of "Lost Talents," a photo montage that begins with about 20 photographs of lives lost to drugs -- mostly celebrities and law enforcement officers.

Along the way, visitors have added photos in every city, providing breathtaking testimony to the killer reach of drugs.

"Lots of adults said they couldn't leave that area," Pullen said. "So many of us are detached from the problem. This makes it personal."

And hard to shake.

I found myself studying their faces -- the 18-year-old wearing a Patriots sweat shirt and the black nail polish my daughter favors; the 23-year-old jock gently cradling a puppy; the 14-year-old still wearing braces -- and wondering how they wound up dead from cocaine, ecstasy, heroin and tranquilizers.

I wandered away, but kept circling back. Was there something their parents missed? Didn't listen to? Where did they get the drugs? Who found them dead?

It was a dose of scared straight -- and not just for the kids.

Maybe Tracy Moore's little boy didn't realize what she felt as she instinctively wrapped her arms around him as they watched a high-speed drug pursuit unfold on a giant screen.

But I did.

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sandy.banks@latimes.com

# SAVE A STAR

## Drug Awareness Foundation's Education & Exhibit Center

### Drugs: The Damaging Effects





## DRUGS: The Damaging Effects: **The Cost of Narco-Terrorism**

Terrorist organizations are turning to alternative methods of funding for their activities. One lucrative revenue stream is the sale of illegal drugs. Drug traffickers themselves, also have grown increasingly accustomed to using terrorist acts to sustain their activities.



**DRUGS: The Damaging Effects: Cost of Drug Impaired Driving; Costs to the Environment**



The deadly connection between substance abuse and driving is overwhelmingly evident. Over 18,000 deaths per year are a direct result of substance abuse.



DRUGS: **The Damaging Effects:** **Cost of Prescription Drug Abuse**

Prescription drug abuse has steadily increased over the past decade—out pacing other commonly abused illicit drugs. International criminal groups and medical personnel are diverting controlled medicines to illegal markets for profit.



**DRUGS: The Damaging Effects: The Costs of Lost Talent**



Drugs have had a devastating impact on American society for over a century. The human toll of drug abuse—the lost talent and potential of those who have died in drug related incidents—is immeasurable. We invite you, the visitor, to place your own personal photos of those you have lost to drugs on this memorial wall.

**DRUGS: The Damaging Effects: Breaking the Cycle**



The goal of drug abuse prevention is for the potential user to understand the damage and dangers of drug abuse. Prevention stresses that the best way to stop drug abuse is not to start using drugs in the first place. Prevention involves everybody, including children, adults, and the community. It is important for all members of society to work together to encourage a drug free America.

SAVE A STAR



Drug Awareness Foundation

In Memory of Daniel Lee Katz  
January 22, 1982 – June 15, 2007

[www.SAVEASTAR.org](http://www.SAVEASTAR.org)

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